

TO: Distribution

DATE: June 1, 1989

FROM: Marketing Information and Analysis/Deborah Potter

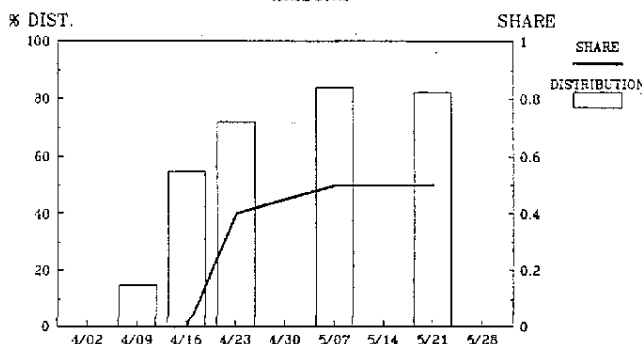
SUBJECT: Spring Lemon Lights -- Flash Report

This memo provides an update on Lorillard's Spring Lemon Lights in test since April.

Retail share is available for Arizona and retail distribution is reported for Arizona, Hartford and Milwaukee. ICC distributor and factory shipment data are also reported.

- According to retail sales audits in Arizona, the brand registered a 0.5 during two weeks ending 5/21 with distribution at 82%. B1G1F's were offered in 26% of the stores and accounted for 19% of total share. In Hartford, retail distribution was 90% with 21% of the stores offering B1G1F's. In Milwaukee, 80% of the stores have Spring Lemon Lights with 16% reporting B1G1F's.
- According to Section 12 (Connecticut), while Spring Lemon Lights has good distribution and trial, there is little repeat business. In fact, consumers are reportedly returning packs stating the product tastes like furniture polish or dishwashing detergent. In addition, some consumers have voiced a concern over the possibility of chemical additives used to create the lemon taste. Section 73 (Arizona) also reports consumer taste displeasure.
- In Hartford and Milwaukee, ICC data (w/e 5/7) positioned Spring Lemon Lights at 0.1 and 0.2 from a high of only 0.2 and 0.4 during w/e 4/23. Promotional product was not an aspect of reported share. In Arizona, monthly reporting placed the brand at 1.0 and 0.04 during the first two periods of distributor activity (4/23, 5/21) with 55% of share due to B1G1F promotions.
- During the first full month of factory shipment activity Spring Lemon Lights registered a 1.0, 0.8 and 1.2 in Arizona, Connecticut and Milwaukee, reflecting introductory load.

SPRING LEMON LIGHTS
RETAIL AUDIT DATA
ARIZONA



SPRING LEMON LIGHTS

01-Jun

ARIZONA										CONNECTICUT						MILWAUKEE									
WEEK ENDING SUNDAY	RETAIL AUDITS				ICC			MSA	RETAIL AUDITS			ICC			MSA	RETAIL AUDITS			ICC			MSA			
	% SALES	% EFF	STORES		% SALES	% EFF	STORES		% SALES	% EFF	STORES	% SALES	% EFF	STORES		% SALES	% EFF	STORES							
	SHARE	PROMO*	DIST(OOS)	w/B1G1F	SHARE	PROMO	SHARE		DIST	w/B1G1F	SHARE	PROMO	SHARE		DIST	w/B1G1F	SHARE	PROMO	SHARE		DIST	w/B1G1F	SHARE	PROMO	SHARE
4/02							0.17				0.1	0	.18				0.8	0						0	0.13
4/09	0.0		15(-)	2							0.1	0					1.0	0						0	
4/16	0.0		55(-)	13							0.1	0					0.1	0						0	
4/23	0.4	48	72(-)	18	1.0	54			75	38	0.3					48	11	0.4	0					0	
4/30							0.96				0.2	0	.80				0.4	0						0	1.22
5/7	0.5	46	84(-)	43					78	38	0.1	0				72	13	0.2	0						
5/14																									
5/21	0.5	19	82(1)		0.04	77			90	21						80	16								
5/28																									
6/4																									
6/11																									
6/18																									
6/25																									

(P) PRELIMINARY

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Distribution:

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D. Bruno	C. Levy	T. Saloun
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R. Camisa	L. McCullagh	J. Scully
G. Cofield	E. McQuigg	R. Simons
D. Dangoor	R. Medwar	G. Smith
J. Eibon	E. Merlo	J. Spector
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